

# Sugar® on IBM



IBM and SugarCRM can help your organization capture more business by using open business solutions built on best-in-class platforms. Add Sugar to boost sales success, improve customer service, and increase marketing effectiveness while reducing costs and enhancing the value of your IBM investment.

## Sugar is CRM Made Simple

Sugar is intuitive, flexible, and open CRM (Customer Relationship Management) software suitable for your most demanding applications.

## Powerful Yet Intuitive

Sugar includes all the functionality necessary for sophisticated customer-facing initiatives, yet our simple user interface helps your team quickly gain proficiency while reducing training and support requirements.

## Unparalleled Flexibility

Sugar's open platform gives you exceptional freedom and control over your CRM deployment. You can make unlimited customizations, integrate with third-party or legacy systems, and add new functionality with easy-to-use administrative tools.



**The most flexible, intuitive and open CRM platform—CRM without limits.**

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**Complete sales, support, marketing, and collaboration features.**

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**Advanced customization and integration to support end-to-end business processes.**

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**Portal capabilities extend Sugar to both customers and partners.**

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**Deploy on enterprise infrastructure for the most scalable and robust solutions.**

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## Market Differentiation

With Sugar, you'll provide a unique customer experience that separates you from your competition. Better yet, the great value of Sugar enables your company to offer this experience at a budget-friendly cost.

## Sugar is the Sales Force Automation Engine for Social Selling

Social Businesses are engaged, transparent, and nimble. Can you say the same of your CRM tools? Sugar's integrations with IBM Connections™, IBM LotusNotes®, IBM Unica, IBM Cognos® and IBM SmartCloud™ for Social Business™ allow you to extend Social Business into the lead-to-cash activities that help your organization gain and retain more customers. With Sugar, your business can manage accounts, contacts, and opportunities from a simple, flexible, and intuitive browser-based application.

- Sugar integrates with the collaboration, forecasting, reporting, and analytics components of the Social Selling Framework.
- Sugar replaces inflexible, closed, legacy CRM solutions with a modern, flexible, and open CRM solution that's ready to meet the needs of large organizations and public institutions as they grow and change.

**Reach:** Make your customer engagements more productive and efficient with Sugar.

- Access core opportunity, contact, and account data from any desktop or mobile device.
- Spend less time learning about customers, and more time interacting with them, thanks to Sugar's 360-degree customer view.

**Engage:** Use Sugar to help apply expertise from across your organization.

- Get easy access to experts for sales, service, and support via Sugar's IBM Connections integration.
- Pull a solution together on an instant web conference with Sugar's integration.

**Act:** Identify the accounts and opportunities that are most profitable with Sugar custom integrations.

- Determine the right sales quota for each territory through incentive compensation analysis.
- Understand which products in your portfolio to sell to whom.

## Completing the Smarter Commerce™ Puzzle with Sugar

Sugar is a key component of the Smarter Commerce processes that put the customer at the center of decisions and actions. Sugar's flexible and open database architecture provides the perfect platform for your organization to extend the Market, Sell and Service components of IBM's Smarter Commerce™ solution to include solutions for sales force automation and service automation business processes.

**Market:** Accelerate lead-to-cash using cross-channel campaign management with Sugar and IBM Unica®.

Use Sugar to communicate prospect interactions to the appropriate sales person once a prospect enters the lead-to-cash cycle.

**Sell:** Help customer-facing employees make timely, intelligent, and accurate decisions to delight their customers.

Get a single view of the customer from within Sugar, combining data from Sugar, from Cognos and other IBM applications, and from third-party back office applications.

**Service:** Provide call center agents with Sugar's integrated customer view, including the customer's complete lifecycle from marketing to sales to support.

Replace inflexible, closed, legacy call center solutions with a modern, flexible, open call center application.

## Sugar Makes the Most of your IBM Investment

Sugar's flexibility and open software architecture add value to your IBM investment through complete integration with IBM software, systems, and infrastructure solutions. Once deployed, Sugar can grow and adapt to continuously changing business and technology trends, sustaining its value far beyond the typical software lifecycle.

### IBM Software Compatible with Sugar

- Connections™
- Lotus Notes®
- Unica
- Cognos®
- DB2®
- IBM SmartCloud™ for Social Business
- SPSS®
- WebSphere®
- Sterling Commerce

### IBM Hardware Supported by Sugar

- System i®, System x®, System p®
- IBM PureSystems™

### Sugar-Compatible IBM Infrastructure

- IBM SmartCloud™ Enterprise
- WebSphere® Cast Iron® Cloud

## Key Benefits of Sugar on IBM

### Control Over Your Data

Sugar's flexible deployment options give you the freedom to host your CRM implementation—and your data—where it best meets your requirements.

### An Open, Intuitive, and Flexible CRM Solution

Sugar is an open-source application built for the cloud, which means you have code-level access to customize Sugar to fit your business processes regardless of cloud infrastructure. With Sugar, you have unparalleled flexibility regardless of the complexity of your IT infrastructure.

As a leader in open source, SugarCRM has set the bar for business applications by maximizing your CRM deployment and management options. The Sugar

Community has over 30,000 registered developers, over 1,000 open source projects, and 350 value added resellers worldwide.

The intuitive Sugar interface is a browser-based Web 2.0 application that today's Web-savvy users find easy to use with little training. Sugar's flexible interface and platform support extensive application customization, regardless of the cloud service platform or operating system on which it's running.

### Mobile, Global, Social

Sugar is available as a native application on iPhone, iPad, BlackBerry, and Android devices, or it can be accessed from any mobile browser. Out of the box, Sugar is available in 22 languages and the Sugar Community provides packs for more than 60 additional languages. Sugar also offers extended social CRM capabilities with new and enhanced social management tools including InsideView, Hoovers, Twitter, LinkedIn, Facebook, and Google.

## Product Overview

SugarCRM offers four subscriptions to its award-winning application:

**Sugar Professional** simplifies how businesses organize and track people, companies, and sales opportunities. With a single source of accurate information, teams are more productive and can focus on what really matters: gaining and retaining customers.

**Sugar Corporate** extends the capabilities of Sugar Professional with additional mobility and support features, including the Sugar Mobile Plus app that provides real-time and offline-sync CRM integration with BlackBerry and iOS (iPhone/iPad) mobile operating systems. Sugar Corporate also includes enhanced support to meet the requirements of larger businesses.

**Sugar Enterprise** allows large organizations to collaborate across extended teams, publish and manage CRM functionality to customers and partners, and receive the administration and support services expected of mission-critical applications. Sugar Enterprise also includes a plug-in for Lotus Notes, a customer self-service portal, DB2 and

Oracle database support, advanced enterprise reporting, and an offline client.

**Sugar Ultimate** is our most feature-complete subscription, ready to support complex global applications with mobile CRM and social CRM components. Sugar Ultimate can integrate with your legacy systems and applications using Web Services or Enterprise Service Bus (ESB) solutions, and it includes an array of administrative tools and resources to create custom modules for any CRM application.

A detailed Sugar feature matrix is available:

<http://media.sugarcrm.com/datasheets/EditionsComparison.pdf>

## SugarCRM Sizing Guidelines

### General Requirements

Sugar is designed to scale without needing significant additional resources. A single IBM Power 750 server with four CPU cores, 16G of RAM, and enterprise storage running the entire Sugar-preferred LAMP application stack (SugarCRM and Linux/Apache/MySQL/PHP) can support up to 250 concurrent users. IBM customers can choose to replace components in the application stack with IBM software such as System i, WebSphere AS, and DB2.

Using a named user license model and assuming a sales force automation industry average of 20% concurrent usage, a single server can support 1,250 named users. Assuming a call center industry average of 50% concurrent usage, one server can support 500 named users.

### Guidelines for High-Availability Large Scale Deployments

For large scale and high-availability deployments, please refer to the diagram. A base number of 200 concurrent users per application server (Linux/Apache/PHP) can be used to determine the number of application servers needed. The number of database clusters needed depends on system usage; tests have shown that a high-powered MySQL cluster can typically support up to eight application servers.

## SugarCRM

Customer relationship management (CRM) software for business. In the cloud, online, on-demand, or on-site—the best sales, email, and mobile CRM integration.

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